



IMAGINATIVE MERCHANTS | STEWARDSHIP FOR A SUSTAINABLE FUTURE  
MEREDITH POWELL, CO-FOUNDER PUBLIC CITY



CULTURE IS EQUALLY  
AS IMPORTANT IN  
CRAFTING AND  
SHAPING WORLD CITIES  
AS ARE FINANCE AND  
TRADE.

—World Cities Culture Report 2014







N

710 Colorado St, Austin, TX 78701, USA

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Red River Cultural District

Market District

Austin

Seaholm District

Second Street District

© 2014 Google

Rainey Street H







STUBB'S  
BAR-B-Q

2004  
IC

IZINI ZINI ZINI ZINI ZINI











































EDUSCHO  
KAFFEE



ASCHAUER  
Hütte

claire's



CHINA  
RESTAURANT

FRISEUR

GEOX

Kunstblumen  
Königswiesen



NORDSEE

RESMANN



Café



ICE CREAM







CRAFTSMEN  
IN  
WOOD  
EST. 1748

OGGY OGGY  
HANDMADE IN GURWALL



CHOCOLATE  
HEAVEN  
Handmade  
Chocolates

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GUEST  
WALKER  
& CO

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The Shambles  
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and  
COFFEE  
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LOVE IS THE  
QUESTION  
LOVE IS THE  
ANSWER

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Daniel  
goth.com





Crestview Shopping Center was developed by A.B. Beddow and Ray Yates. In 1952, it opened with a drug store, food mart, barber shop, dry cleaners, and A.B. Beddow's office. The beauty shop was added in 1955 and there was a doctor's office from 1962-72. Maude Yates, Ray's wife, planted flowers at the shopping center and paid to have a large oak moved when the central grassy mall was paved over for parking.

- The Violet Crown Shopping Center, on Lamar at Brentwood St., was developed with similar businesses. Later, LaCoste & Romberg, a company that created world-famous gravity meters, was based there from 1957-1980.

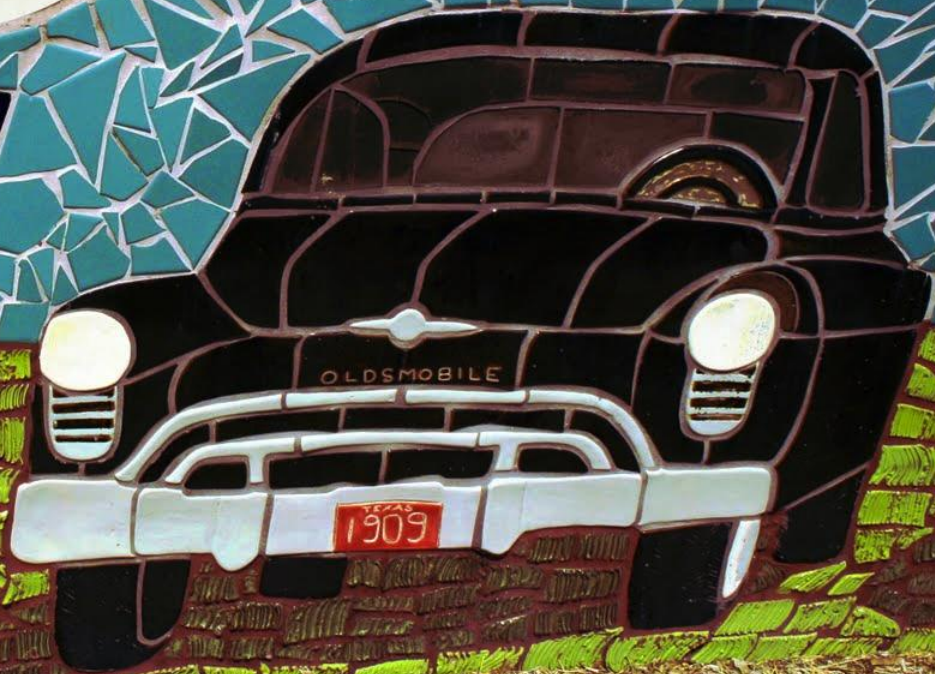
Across Brentwood St. was a popular roller skating rink called the Capitol Roll Arena.

## CRESTVIEW SHOPPING CENTER

Violet Crown

FROM 1957 FOR MORE THAN 20 YEARS LACOSTE & ROMBERG OPERATED HERE, RESEARCHING & PRODUCING GRAVITY METERS. THESE 2 PROFESSORS LEFT UT. IN 1954 AFTER INVENTING A GRAVITY METER THAT REVOLUTIONIZED THE FIELD OF GEOPHYSICS. IN 1957 THE ABOVE 17 TEAM LEFT A LR METER ON THE ROOM.

CENTER





# WHY ORGANIZE?





**THE BENEFITS OF ORGANIZED COMMERCIAL DISTRICTS INCLUDE: GREATER CAPACITY FOR SMALL BUSINESSES AND ENTREPRENEURS TO THRIVE; INCREASED JOB OPPORTUNITIES; BUSINESS STABILITY; READILY-ACCESSIBLE COMMUNITY GOODS AND SERVICES; PRESERVATION OF UNIQUE CULTURES AND ENVIRONMENTS; BUSINESS RETENTION AND SUPPORT SERVICES FOR EXISTING AND LEGACY BUSINESSES; INCREASED SALES REVENUE AND TAXES; AND INCREASED PEDESTRIAN AND BIKE FRIENDLY COMMUNITIES.**





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**MAKING IT  
HAPPEN**





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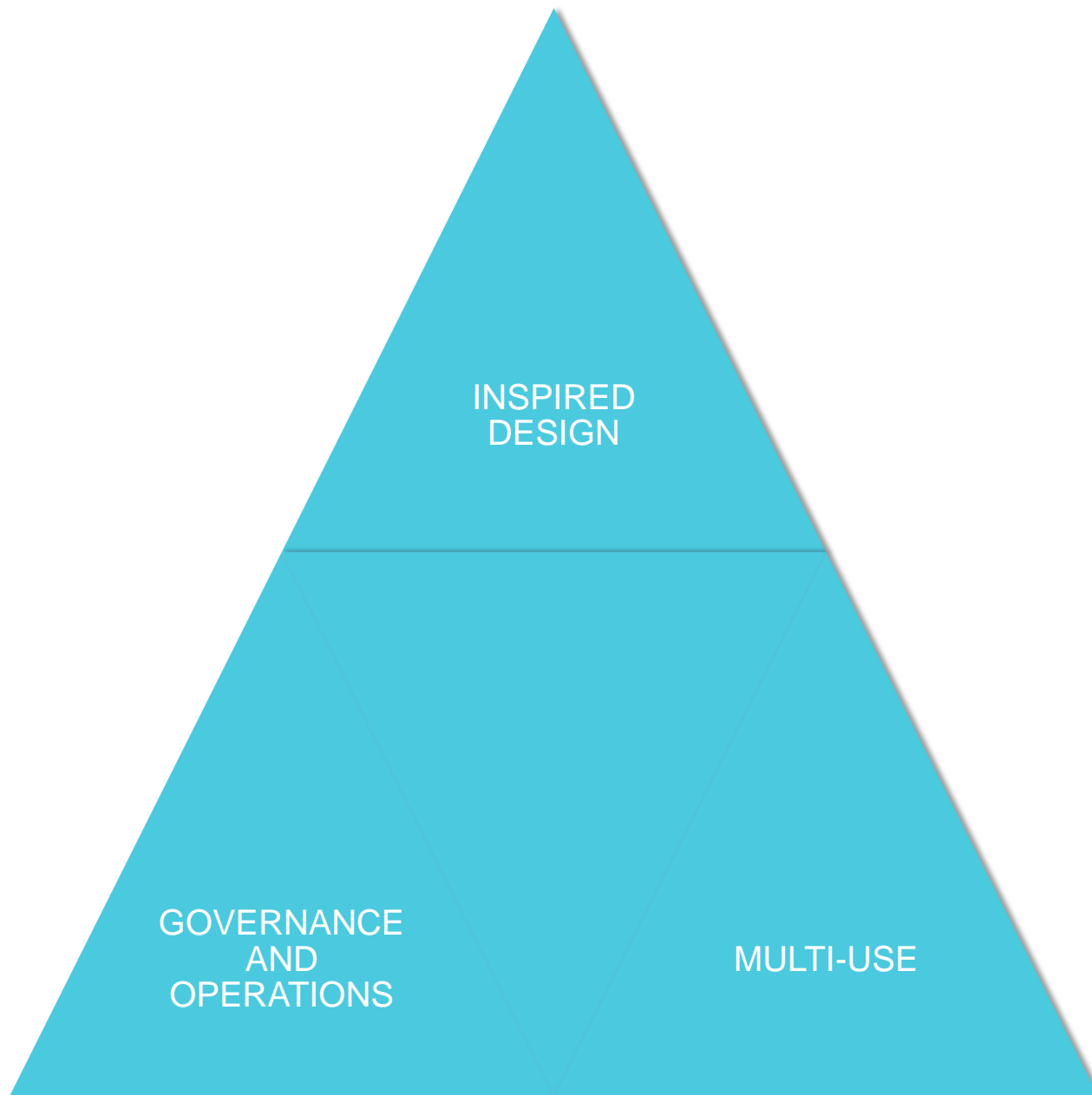


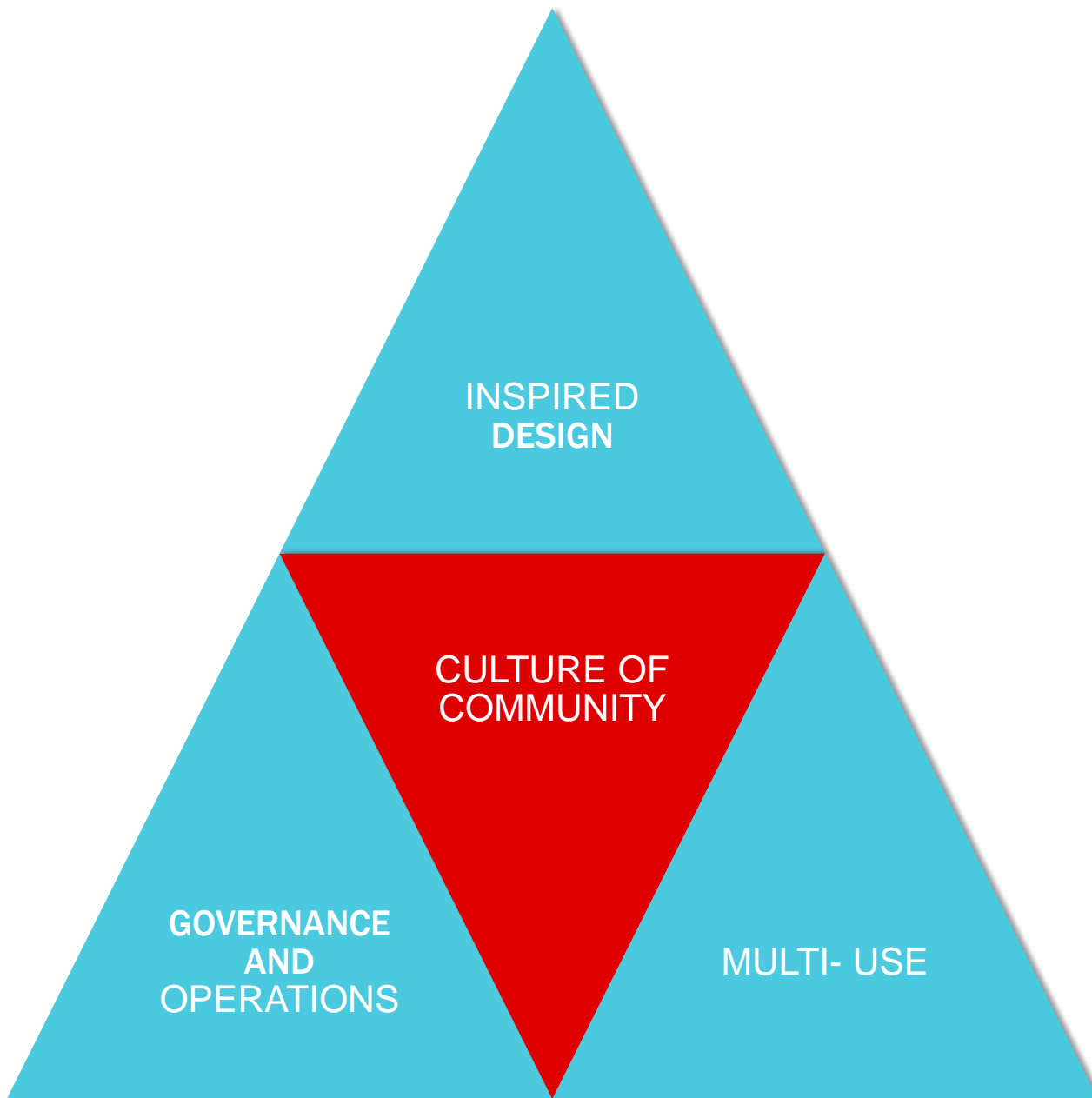


# ARMATURE AND SCORE













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EMPOWERING NEIGHBORHOODS, BUILDING COMMUNITY



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**AUSTIN  
PARKS  
FOUNDATION**



Citizeninvestor

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ioby

Kickstarter



# EPHEMERAL

FLEETING EXPERIENCES THAT CREATE CONNECTION TO PLACE











SOMETHING FOR EVERY AGE



# TEMPORARY

ACTIVATION FOR DISCOVERY





MAGDA SAYEG, GLOBAL INFLUENCE











# PROTOTYPE

TEMPORARY ACTIVATIONS TO INFORM DESIGN AND POLICY  
DECISIONS





BUBBLEWARE BY REBAR, FROST PLAZA







20FT WIDE, ALLEY #111



# PERMANENT

INFRASTRUCTURE AND CAPITAL IMPROVEMENT















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# THANK YOU!

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